

# What is peering?

Explaining the internet and the role we play in it

# About **AMS-IX**

AMS-IX is a neutral member-based association that operates multiple interconnection platforms around the world. Our leading platform in Amsterdam has been playing a crucial role at the core of the internet for nearly 30 years and is one of the largest hubs for internet traffic in the world.

Connecting to AMS-IX ensures customers such as internet service providers, telecom companies and cloud providers that their global IP traffic is routed in an efficient, fast, secure, stable and cost-effective way. This allows them to offer low latency and engaging online experiences for end-users.

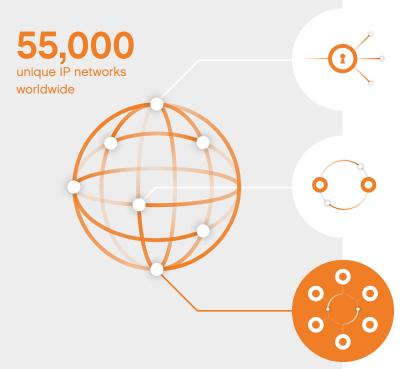


# The Internet

The Internet is a network of networks

# Interconnection

There are 3 ways networks interconnect



## **Transit**

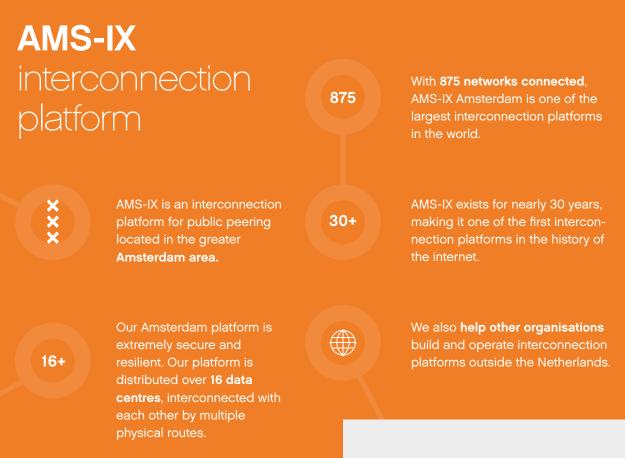
You interconnect with another party using a transit provider. A transit provider is a company that sells interconnection as a service. You connect your network to your transit provider, and he takes care of the rest.

# **Private peering**

You interconnect directly with another party to exchange traffic, without any intermediary. The interconnection benefits you both.

## **Public peering**

You interconnect with one or multiple parties via an interconnection platform (e.g. AMS-IX). An interconnection platform is a place where multiple networks connect and exchange IP traffic.



# Who connects?

Which parties connect to our interconnection platform?

# Why connect?



**Internet Service** 



#### Most diverse ecosystem 875+ connected networks from 80 different countries.



### Reduced connectivity costs Direct exchange of traffic with multiple networks through one

single connection.



## 24/7 technical support Our Network Operation Centre

(NOC) actively monitors the AMS-IX infrastructure 24x7.



## High quality platform

Our innovative platform adheres to the highest technical standards.



#### Live monitoring

Monitor traffic in real-time via our online customer portal.

#### Providers

**Content Providers** (social media, streaming services)

Business Applications (CRM, HR, ERP)

**Cloud Providers** 

#### Healthcare Platforms E-commerce

Payment Service Providers

Video Conferencing Solutions

**Gaming Companies** 



## Reduced latency

Traffic takes the fastest routes.



#### Increased network redundancy Traffic can be sent through many different routes.

For more information, please contact us.

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